



Trempealeau County Opening Part-Time Economic Development and Tourism Coordinator

Trempealeau County is recruiting for a part-time position (20 hours per week) of Economic Development and Tourism Coordinator in the Department of Land Management.

PURPOSE OF POSITION:

The purpose of this position is to assist Trempealeau County in Economic Development and Tourism and its communities in their efforts to promote tourism, economic retention, expansion, growth, and development as it pertains to Trempealeau County. The work is performed under the day to day direction of the Director of Land Management and policy direction from the Parks, Tourism and Economic Development Committee.

REQUIRED QUALIFICATIONS:

Bachelor's degree in Economic Development, Planning, Marketing, Business, Tourism Management, Public Administration or other related field required. Two years progressively responsible related experience (grant, project management, marketing, business assistance, community services, planning, public speaking and development) or any combination of education and experience that provides equivalent knowledge, skills and abilities. Must be computer literate and proficient in Microsoft Office Suite and be able to demonstrate effective oral, written and interpersonal communication skills. Experience in using social media as a marketing source desired. Valid motor vehicle operator's license required.

COMPENSATION / BENEFITS:

The 2019 starting salary for this exempt position is \$24,575 to \$26,260 annually depending upon qualifications. Trempealeau County's compensation plan considers annual wage step increase. Flexible work schedule will be available Monday – Friday between 8:00 a.m. and 4:30 p.m. Part-time hours will result in pro-rated benefits. Trempealeau County's compensation plan considers annual wage step increases. A comprehensive benefit package is offered to county employees including health insurance, pension, flex spending account, dependent care reimbursement, deferred compensation, dental, vision, short-term disability, life insurance, critical illness insurance, cancer insurance, and accident insurance, paid holidays, vacation and sick leave.

All required application materials may be found at www.tremplcounty.com

To be considered a completed Trempealeau County Employment Application must be submitted (via mail, email, fax, or hand-delivered) to Human Resources by:

Open Until Filled

Trempealeau County Human Resource Department

36245 Main St., PO Box 67, Whitehall, WI 54773

Telephone: 715-538-2311 ext. 224

Fax: 715-538-4776

Email: hr@co.trempealeau.wi.us

Visit our website at www.tremplcounty.com

Equal Opportunity Employer / Affirmative Action

2019 EMPLOYEE BENEFITS

TREMPEALEAU COUNTY (REGULAR PART-TIME/FULL-TIME EMPLOYEES)



Non-Represented Benefit Package for 2019. A complete packet of benefits information will be provided to the candidate selected for the position. This illustration summarizes the benefits presently offered by Trempealeau County and is not a guarantee of benefits.

Benefit Type	What you receive	Eligible	Who Pays
Medical*	County participates in the State of Wisconsin offered Health Plan. <u>\$500 individual / \$1000 family deductible.</u> Routine/Preventative services- plan pays 100%. Emergency Room copay - \$60 per visit. Annual Wellness Incentive - \$150 gift card for employee & spouse when annual physical or wellness screen is complete.	First of the month following 30 days of employment	County contributes 88% of the lowest cost plan. Employee Contribution Quartz-Community <u>Single Plan: \$86.08/per month</u> <u>Family Plan: \$211.49/per month</u> Premiums vary depending on plan selection. Other plans include WEA Trust West, Security Health Plan Central and Health Partners.
Flex Spending Account (FSA)	\$500 -Single Health Plan \$1000-Family Health Plan County contributes either \$500/\$1000 for each employee enrolling in the county sponsored medical plan.	First of the month following 30 days of employment	Option to contribute up to an additional \$2700 for medical and \$5000 for dependent care per year. Expenses must be incurred January 1, 2019 through March 15, 2020 and submitted for reimbursement by May 31, 2020.
Dental	Delta Dental WI Plan: Preventative (100% no deductible), basic and major (80/50%) and orthodontic (50% with \$1500 individual max) coverage. Deductible \$50/person; \$150/family. Annual max \$1200 per person.	First of the month following 30 days of employment	<u>Employee pays 100%</u> Employee: \$37.01 / month Employee + 1: \$73.48 / month Family: \$117.21 / month
Vision	Avesis Vision Plan: Eye exams (covered 100% in-network), lenses, frames, contact lenses and discount on Laser Vision Correction.	First of the month following 30 days of employment	<u>Employee pays 100%</u> Employee: \$10.92 / month Employee + 1: \$19.11 / month Family: \$28.39 / month
Term Life Insurance	Life insurance coverage for yourself, spouse and children. Plan gives you the availability to choose how much life insurance you want and need. Coverage is portable after employment separation.	First of the month following 30 days of employment	<u>Employee pays 100%</u> Cost varies based on age and coverage level electing.
Universal Life Insurance	Coverage provides protection while building cash value. Income tax free death benefit to your beneficiary and potential for loans and partial withdrawals base on available cash value. Coverage is portable after employment separation.	First of the month following 30 days of employment	<u>Employee pays 100%</u> Cost varies based on age and coverage level electing.

Short-Term Disability	Provides financial resources with benefits available up to 60% of your salary during time off work due to illness/injury.	First of the month following 90 days of employment	<u>Employee pays 100%</u> Cost varies based on age and hourly rate of pay.
Group Accident	Lump sum benefit for off the job accidental injuries, pays in addition to other insurances, Low and High plan options available. Wellness benefit up to \$150 (low) \$400 (high) per year for covered individual. Coverage is portable after employment separation.	First of the month following 30 days of employment	<u>Employee pays 100%</u> Employee Low: \$12.26 / month Employee High: \$18.52 / month Employee plus children, Employee plus spouse and Family rates also available.
Group Cancer	Cancer Insurance to help you manage expenses of treatment (including experimental), pays in addition to other insurances. Plan covers cancer and up to 29 specified diseases. Wellness benefit of \$100 per year for covered individual. Low, Medium and High plan options available. Coverage is portable after employment separation.	First of the month following 30 days of employment	<u>Employee pays 100%</u> Employee Low: \$16.94 / month Employee Medium: \$24.36 / month Employee High: \$36.14 / month Employee plus children, Employee plus spouse and Family rates also available.
Group Critical Illness	Lump sum benefit for critical illness such as heart attack, stroke, major organ transplant, end stage renal failure. Pays in addition to other insurances Benefit amounts \$2500 - \$20,000 depending on illness. Supplemental benefits also available. Coverage is portable after employment separation.	First of the month following 30 days of employment	<u>Employee pays 100%</u> Cost varies based on age, tobacco use and coverage level electing. Rates per Employee, Employee plus children, Employee plus spouse and Family.
Pension	Wisconsin Retirement System (WRS). Eligible employees are required to pay 50% of the total WRS contribution rate for "general" employees. Pre-taxed.	Date of Hire (<i>may not be eligible for part-time positions</i>)	<u>General employees</u> Employee: 6.55% County: 6.55%
Deferred Compensation	Available plans: WI Deferred Comp (WDC) and Nationwide (NACO). Allows you to invest today for retirement. Federal/State taxes are deferred until your assets are withdrawn.	Anytime	<u>Employee pays 100%</u> Available through payroll deduction (flat rate or percentage).
Vacation*	Accrues per pay period per year as follows. 1 – 5 years of service: 12 days 6-7 years of service: 15 days 8-10 years of service: 18 days 11-15 years of service: 20 days 16-25 years of service: 24 days 26+ years of service: 25 days	Accrual begins Date of Hire – must be here 6 months to begin utilizing accrued time	<u>Payout Upon Separation</u> 100% following 1 year introductory period.
Sick Leave*	Accrues per pay period up to 12 days per year. Max 960 hours.	Accrual begins Date of Hire	<u>Payout Upon Separation</u> Retirement: 100% max 480 hours.
Holidays*	New Year's Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Day after Thanksgiving, Christmas Eve Day, Christmas Day, Personal Holiday. <i>Exception Highway employees: Veteran's Day in lieu of President's Day.</i>	Normally granted Holiday off with pay as listed	<u>Payout Upon Separation</u> None. <i>Exception for certain Sheriff's Office employees for holidays earned.</i>

**Pro-rated benefits applicable for positions less than 40 hours per week. Refer to Human Resources for additional information.*

Trempealeau County Position Description

Name:		Department:	Department of Land Management
Position Title:	Economic Development and Tourism Coordinator	FLSA:	Exempt
Date:	December 2018	Reports To:	Parks, Tourism, and Economic Development Committee and Director of Land Management

Purpose of Position

The purpose of this position is to assist Trempealeau County in Economic Development and Tourism and its communities in their efforts to promote tourism, economic retention, expansion, growth, and development as it pertains to Trempealeau County. The work is performed under the day to day direction of the Director of Land Management and policy direction from the Parks, Tourism and Economic Development Committee.

Essential Duties and Responsibilities

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

Works with the PTED Committee to develop and implement economic development strategies.

Markets, promotes, plans, coordinates, and implements county economic development activities and programs for business/industrial retention and expansion. Meets with developers, business and industrial representatives to promote and answer questions regarding development in the county and provide information and guidance on financial matters and entrepreneurial opportunities.

Develop and implement marketing plan using a variety of media that addresses County economic development and tourism efforts.

Promotes and educates the public regarding economic incentive programs i.e. Revolving Loan Fund, Community Development Block Grants, TIF Districts, etc.

Research and stay abreast of development policies of Trempealeau County communities. Work closely with county and municipal officials and staff.

Increases general public awareness of economic development and planning. Maintains contact with local businesses, financial institutions and area professionals in regard to economic needs, retention, expansion and development opportunities and available tools for promotion.

Maintains inventory of available business/industrial sites. Coordinates the management of development and maintenance of a public database of information for tourism, planning and county/community development purposes. Available to assist with coordination of tourism and economic development activities with other counties or community organizations.

In collaboration with IS Department, develops and maintains Trempealeau County Parks, Tourism and Economic Development website, brochures, detailed maps, newsletters, news stories and promotional materials for the purpose of providing information to the public and marketing Trempealeau County. Utilizes online social networking services i.e. Facebook, twitter, blogs, etc. to promote parks, tourism and economic development initiatives in Trempealeau County.

Assists community organizations (ie: Chamber of Commerce Groups, Tourism Committees) with marketing strategies including social media presence and may attend meetings upon request.

Promote and publicizing the county and parks facilities and programs to include allocating budgeted funds to various advertising efforts and design brochures and booklets for contract for production.

Works with and helps coordinate annual promotional activities with community organizations.

Researches, pursues, and submits grant applications for State, Federal and other aides for parks, economic development and tourism related grants projects; monitors cost shared projects; provides required reports, and formulates claims for reimbursement.

Promote awareness of grant opportunities for community organizations.

Assists with preparation, recommendations and administration of Parks, Tourism and Economic Development budget in collaboration with the Director of Land Management and Fiscal Coordinator. Forecasts labor and materials needs.

Creates and delivers presentations. Works effectively with media, civic and business groups and other units of government in distributing verbal, written and multi-media information.

Provides liaison between Trempealeau County and other organizations including Wisconsin Department of Natural Resources, Trempealeau County Snowmobile Clubs and numerous other service groups and organizations in regards to Parks, Tourism and Economic Development.

Acts as a resource for real-time information about local happenings. (Leaf reporting, extranet partner, snowmobile trail conditions, trout fishing, river conditions, ATV Trails, motorcycle tours and other recreation activities). Disseminates emergency notices as directed to by County Emergency Personnel.

Coordinates local business tourism data collection in order to observe trends and trains businesses on how to collect visitor data.

Creates Trempealeau County Marketing Plan annually in July and executes/implements approved plan.

Hosts listening sessions and outreach events as needed in various locations in the county for local businesses to meet and discuss needs/ideas/trends.

Partners with Land Records, Department of Land Management, UW-Extension Office and other internal county offices in educating the community and promoting the County.

May assist county and municipal officials with the development and implementation of growth management, (short and long-range planning), economic development, or other plans and codes and any intergovernmental agreements or requirements.

Assists with county community development programs and services pursuant to adopted plans, regulations and budgets.

Works with the PTED Committee and communities to develop and implement tourism promotion strategies for the County.

Prepares and distributes PTED Committee meeting agendas. Takes, prepares and distributes meeting minutes. Drafts County Board resolutions. Attends all Trempealeau County PTED Committee meetings and provides quarterly reports and updates including such matters as financial accounting summaries, utilization of facilities, fund-raising measures, donations and future planned activities. Attends any other County Committee Meetings as requested.

Additional Tasks and Responsibilities

While the following tasks are necessary for the work of the unit, they are not an essential part of the purpose of this position and may also be performed by other unit members.

Composes correspondence, creates forms and documents. Types, proofs and photocopies materials.

Maintains address/telephone number files for the Department.

Photocopies, sorts and files documents.

Answers telephone, takes messages and provides information to callers.

Minimum Training and Experience Required to Perform Essential Job Functions

Bachelor's degree in Economic Development, Planning, Marketing, Business, Tourism Management, Public Administration or other related field required. Two years progressively responsible related experience (grant, project management, marketing, business assistance, community services, planning, public speaking and development) or any combination of education and experience that provides equivalent knowledge, skills and abilities. Must be computer literate and proficient in Microsoft Office Suite and be able to demonstrate effective oral, written and interpersonal communication skills. Experience in using social media as a marketing source desired. Valid motor vehicle operator's license required.

Physical and Mental Abilities Required to Perform Essential Job Functions

Language Ability and Interpersonal Communication

Ability to decide the time, place and sequence of operations within an organizational framework, and to oversee their execution. Ability to analyze and categorize data and information using established criteria, to determine consequences and identify and select alternatives.

Ability to manage and direct a group of workers, including the ability to provide counseling and mediation. Ability to advise and interpret regarding the application of policies, procedures and standards to specific situations. Ability to provide formal instruction in a classroom or other structured setting.

Ability to utilize consulting and advisory data and information such as Parks, Tourism and Economic Development program reports, statistical reports, activity logs, expenditure reports, vouchers, billing statements, budget requests, purchase orders, service contracts, request for proposals, meeting agenda, meeting minutes, non-routine correspondence, computer software operating manuals, program administration manuals, interpret maps, certified surveys, land use plans, deeds, ordinances, procedures, job applications, personnel policies, and organizational analysis.

Ability to communicate orally and in writing with citizens, department personnel, community organizations, County Board Supervisors, other Parks and Economic Development Personnel, news media representatives, state and federal regulatory agency personnel and the general public.

Ability to analyze data and information using established criteria, in order to determine consequences and to identify and select alternatives. Ability to compare, count, differentiate, measure, copy, record and transcribe data and information. Ability to classify, compute, tabulate, and categorize data.

Mathematical Ability

Ability to calculate percentages, fractions, decimals, volumes, ratios, present values and spatial relationships. Ability to interpret basic descriptive statistical reports.

Judgment and Situational Reasoning Ability

Ability to use functional reasoning in performing influence functions such as supervising, managing, leading, teaching, directing and controlling.

Ability to exercise the judgment, decisiveness and creativity required in situations involving the direction, control and planning of an entire program or multiple programs.

Physical Requirements

Ability to operate, maneuver and/or steer equipment and machinery requiring simple but continuous adjustments such as motor vehicle, computer terminal, typewriter, telephone, fax machine, calculator/adding machine, computer printer and photocopier.

Ability to coordinate eyes, hands, feet and limbs in performing movements requiring moderate skill, such as typing.

Ability to exert light physical effort in sedentary to light work, but which may involve some lifting, carrying, pushing and pulling.

Ability to recognize and identify similarities or differences between characteristics of colors, shapes and sounds associated with job-related objects, materials and tasks.

Environmental Adaptability

Ability to work under generally safe and comfortable conditions where exposure to environmental factors such as irate individuals, intimidation, violence, traffic hazards and disease may cause discomfort and poses a limited risk of injury.

Trempealeau County is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the County will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer

Employee's Signature

Supervisor's Signature

Date

Date